



BOLTON FOOD (RIO MARE) TO BECOME THE MOST SUSTAINABLE TUNA COMPANY IN THE WORLD

Bolton Food (Rio Mare) continues on its "Right Course" and presents its progress and tangible and ambitious commitments for sustainable fishing

Milan, 25 October 2018 – Leader in the European and Italian canned tuna market and constantly committed to environmental protection, **Bolton Food (Rio Mare)** continues its "**Right Course**" with tangible and important results, always with an eye on the challenges set by Greenpeace and WWF regarding sustainable fishing. Among its commitments are: **the development of sustainable fisheries, the diversification of fishing methods**, the promotion of actions **to fight against illegal fishing**, as well as the reduction of **by-catch**. Bolton Food (Rio Mare)'s efforts are now made public in the "**Right Course**", the Socio-Environmental Report addressing the results achieved in the four-year period 2014-2017 by the Canned Fish Division, along with the goals and main challenges forecasted by the company within the four pillars of the Corporate Responsibility project "Responsible Quality": sustainable fishing, respect for the environment, respect for people and proper nutrition.

Regarding sustainable fishing, the company's major commitment addresses the following areas:

DEVELOPMENT OF SUSTAINABLE FISHERIES

Bolton Food (Rio Mare) has been committed to the issue of sustainable fishing, particularly tuna fishing, since the beginning, with a scientific, global and systematic approach. As demonstrated by prominent scientists and marine biologists, this is a complex issue. It is a challenge that can be achieved only by involving all of the players in the industry (fishermen, vessel owners, the canning industry, non-governmental organizations and institutional bodies). For this reason, together with the WWF and its strategic partner Tri Marine, Rio Mare is promoting credible and robust fishery improvement projects (ROBUST FIPs), multi-stakeholder projects aimed at improving fishing practices and the management of fisheries, to help meet the requirements of the MSC certification standard. Core commitments and results that support these objectives are:

- **By 2024, 100% of the tuna will be sourced from MSC (Marine Stewardship Council) certified fisheries or from credible and robust Fishery Improvement Projects – ROBUST FIPs.** In this regard, the company has ended 2017 with significant results: **52.4% of the tuna comes from MSC certified fisheries or ROBUST FIPs.**
- **By 2024, 100% of the other fish species** (salmon, mackerel and sardines) will come from MSC/ASC (Aquaculture Stewardship Council) certified fisheries or from Robust FIPs/Aquaculture Improvement Projects – AIPs. In this regard, the company has reached important results on **mackerel, for which 81% is sourced from MSC certified fisheries.**

DEVELOPMENT OF SUSTAINABLE FISHING METHODS

For some time now, Bolton Food (Rio Mare) has implemented a diversification policy regarding the fishing methods used in order to better balance environmental, social and economic sustainability. Bolton is also actively engaged in promoting and adopting the best practices developed by the scientific committee of ISSF (International Seafood Sustainability Foundation) and defined within the Robust FIP. To demonstrate this commitment:



- **By 2020, 50% of tuna procurements will be sourced from more selective fishing methods with a lower level of by-catch and environmental impact** (Pole & Line, hand line, artisanal small-scale sustainable vessels, FAD-free Purse Seine). **To date, these fishing methods cover 28% of the Company's tuna supplies;**
- **By 2020, 50% of tuna procurements will be sourced from Purse Seiner with FAD (Fish Aggregating Devices) management measures in place:** only non-entangling FADs (in compliance with ISSF guidelines); maximum 300 active drifting FAD per vessel and per ocean, without increasing them where the number of FAD used was less than 300; communication of catch data to RFMOs, including data related to the use of FADs, within 4 months.

TRACEABILITY FROM THE SEA TO THE TABLE

Bolton Food (Rio Mare) is constantly committed to ensuring complete traceability of the fish used in its products. This is essential to guarantee the protection of the marine ecosystem, being one of the main tools for fighting illegal fishing and for sustainably managing fishing areas:

- **All the large scale Purse Seiner Bolton Food (Rio Mare) is sourcing from are registered in the Proactive Vessel Registered (PVR).** The PVR is a public register, third party verified, which ensures the presence of good practices, such as the training of captains on sustainable fishing, the presence of observers on-board for monitoring fishing operations and the use of non-entangling FAD;
- Bolton Food (Rio Mare) **developed an innovative ISO 22005 certified traceability system for the tuna supply chain**, allowing to trace over 500 reference products on 10 product lines, **from the fishing vessels to the production plant in Cerenate (Como);**
- The company is working on expanding the certified traceability system to **all the other species used** as well as to **include on-pack information** describing species, fishing oceans and fishing methods.

"WWF is working with Bolton Food to improve the sustainability of the company's seafood supply chain and to drive the changes needed to protect the oceans. As Europe's leader in the canned tuna market, our partnership with Bolton Food is crucial for promoting best practice in the tuna fishery and the wider fishing industry. By sharing best practices, we aim to inspire other seafood companies to take the road to sustainability and thus contribute to well-managed fisheries and healthy oceans" **says Isabella Pratesi, Director of Conservation of WWF Italy.**

"We embrace the commitments announced today by Bolton Food. The decision to shift their productions to more sustainable fishing methods and to set limits on the use of FAD on the vessels they source from is the result of a long and serious process that Greenpeace has followed closely. Taking on ambitious commitments, the company has proved to be a true leader in the tuna market. We are sure that its policies will stimulate a real change of the industry towards more sustainable and socially responsible supplies" **declares Giorgia Monti, Head of the sea campaign of Greenpeace Italy.**

"This important milestone is the result of a strategic approach to sustainability born in 2009 with the foundation of the International Seafood Sustainability Foundation (ISSF) and strengthened over the years thanks to a constant dialogue with the main environmental associations, such as WWF and Greenpeace, with whom we are constantly confronted in an open and shared approach to the social responsibility of our company - **says Luciano Pirovano, Bolton Food's Sustainable Development Director** - *We believe in the collaboration between public, private and non-profit organizations. This is why we encourage multi-stakeholder partnerships that mobilize and share knowledge, skills, technologies and financial resources to support the achievement of sustainable development goals "*



"Doing business today means taking charge of supply chains to improve the world and the planet where we and our children live - declares Giuseppe Morici, CEO of Bolton Food. Being a leader means tracing this path for the future".

Bolton Food

Bolton Food is the Bolton Group Business Unit operating in the production and marketing of the Group's food products and brands. Bolton Food is present in over 60 countries worldwide in 5 continents through the brands Rio Mare, Palmera, Simmenthal, Saupiquet, Pecheurs de France, Isabel, Cuca, Massò, Cardinal, Sardines Robert and Petreet, excellent brands that bear witness to the commitment to guaranteeing quality, taste, innovation and sustainability. Bolton Food operates from Milan and its 3,800 employees are spread throughout offices in Italy, France, Spain, Ecuador and Colombia and 7 plants in 5 different countries.

Rio Mare:

In Europe and around the world, Rio Mare is the Italian brand of great quality that combines taste and well-being in products that are reliable, safe, innovative and ideal for those who are attentive to their diet. The mission of Rio Mare has always been the pursuit of excellence at all levels: in the selection of raw material, in rigorous controls throughout the supply chain, in constant communication to the consumer that is clear, transparent and effective, and in continuous innovation that adapts its offer to market demands offering an ever-wider range of tasty, healthy and easy-to-use products. In 2011, Rio Mare launched a "Responsible Quality" Corporate Social Responsibility program, which expresses the company's commitment to **360 ° Quality in respecting the environment and people throughout the supply chain**, from catch to table. For more information visit WWW.responsiblequality.com

Contacts:

Ufficio Stampa MSL Italia

Serena Tiseo

serena.tiseo@mslgroup.com

02.77336.312 - 346 8747834

Laura Piovesan

laura.piovesan@mslgroup.com

02.77336.288 – 3357390159